Our vision: The world’s forests meet the social, ecological and economic rights and needs of the present generation without compromising those of future generations.

Our Mission: To promote environmentally appropriate, socially beneficial, and economically viable management of the world’s forests.

Forest Stewardship Council® (FSC®) United Kingdom is a registered charity in England and Wales.

Charity Number: 1130203

FSC is an international membership association, head-quartered in Germany.

FSC UK is one of nearly 50 national offices. It sets responsible forest management certification standards for the UK, promotes the FSC chain of custody certification system, issues trademark licenses and provides a training and information service.

FSC® F000231
Welcome

Welcome to the new format FSC UK Annual Review 2013/2014.

This year marks FSC’s 20th anniversary. It is also the year which, probably more than any in recent times, is witnessing some major changes in the way FSC does business.

The first new departure dates from the beginning of 2014, when FSC UK was requested to form much closer relationships with its many stakeholders, especially those which hold FSC certificates within the chain of custody. With this new responsibility came extra resources, allowing us to virtually double our staff in order to provide dedicated business, communications, forest management and trademark support to anyone who asks for them.

In September 2014 staff from FSC UK join representatives and members from across the FSC network at the 7th General Assembly. At these triennial meetings the FSC membership decides, through a balanced democratic process, the direction that FSC will take for the next three years. However, with technology in particular poised to play a more significant role in forest management and the like, decisions taken this autumn may still be relevant when FSC celebrates its next 20 years.

That is all for the future, however. In the meantime I hope you enjoy reading this review of our activities and achievements over the past year and, indeed, a few historical statistics which highlight how far FSC has come over the last twenty.

Charles Thwaites MBE
Executive Director

Meet the Team

Rosie Teasdale
Deputy Director

Sue Moss
Business Manager
(from Oct 2013)

Beth Bennett
Business Advisor
(from July 2014)

Tallulah Chapman
Communications Manager
(p/t)

Jo Arponen
Liaison Officer
(until May 2014)

Alex Kendall
Communications Assistant
(from Aug 2014)

Tess Sutton
Membership Officer
(p/t)

Owen Davies
Forest Standards Manager
p/t
(from Nov 2013)

Sue Lowe
Trademark Officer
(p/t)
(from Nov 2013)
Forests

FSC certified forests worldwide: 179,406,844 hectares (Mar 14)

FSC certified forests in Europe: 79,297,908 hectares (Mar 14)

FSC certified forests in the UK: 1,612,392 hectares (Mar 14)

1998 - 10M hectares FSC certified

2003 - 40M hectares FSC certified

2013 FSC UK Photography Competition Winners

Judges: Edward Parker, Environmental Photographer (comments); Ray Hawes, Head of Forestry, The National Trust and Greg Armfield, Head of Photography, WWF UK.

Timber: 1st, Max Moore, Savernake Forest, Wiltshire

“A simple yet extremely effective image which puts one in mind of a detail of a butterfly’s wing”

Derived from ancient wood pasture management, with many veteran trees, Savernake forest extends to 1100 hectares (2750 acres).

People: 1st, Nicola Miller, Moors Valley Country Park, Dorset

“Great design”

Famous or its adventurous woodland Play Trail designed for families of all ages.

Wildlife: 1st and people’s choice, Iain Leadley, Dalby Forest, Yorkshire

“A striking high quality macro image”

Situated on the southern slopes of the North York Moors National Park.

U18: 1st, Robert Greenaway, Cwmcarn Forest, Caerphilly (see cover)
Chain of Custody (CoC)

FSC CoC worldwide:
27,543 certificates (Mar 14)

CoC certificates held in 113 countries around the world (Mar 14)

FSC CoC in the UK:
2,353 (Mar 14)

1996 - World’s 1st FSC labelled product (spatula - Sainsbury’s, UK)

2009 - FSC celebrates 15,000th chain of custody certificate

Chain of Custody Certification for ABRSM, the exam board of the Royal Schools of Music

As one of the world’s largest music exam boards, ABRSM publishes both sheet music books and other resources that support those taking and preparing for its graded music exams. The organisation publishes around 150 new products and reprints approximately 500 products per year.

“Ultimately, we would like to ensure that every book we publish is produced with FSC certified materials and be given the FSC label.” Simon Mathews, Production Director, ABRSM.

Stakeholder Event

On November 14th 2013 staff from FSC and Historic Futures met with delegates from FSC accredited certification bodies, retailers, NGOs, industry trade bodies and certified companies from the timber and paper sectors, to discuss the forthcoming inclusion of an Online Claims Platform (OCP) within the FSC system. Delegates also learnt about FSC’s fibre testing programme. There was a fantastic level of engagement with stakeholders from all sectors contributing to a lively discussion.

Tetra Pak® deliver more than 26 billion FSC labelled carton packages worldwide

The 2013 Tetra Pak Sustainability Update announced that 26.4 billion Tetra Pak packages in 39 countries carried the FSC label in 2012. This is a 40 percent increase over 2011, and represents continued steady growth since 2008, when the first 0.2 billion FSC labeled Tetra Pak packages were brought onto the market.

UK Trademark Licenses

FSC UK has issued 84 trademark licenses (Mar 14) to retailers and others not requiring CoC.

Sainsbury’s have created a series of online videos to promote their FSC certified facial and toilet tissues. Watch ‘Tearful Tissues’ and ‘Natural Habitat’ at www.j-sainsbury.co.uk.

Furniture retailer, Afobi, partnered with FSC UK to run an FSC Friday Facebook competition to win a stylish FSC certified side table.
Minister presents £9,000 Sainsbury’s cheque

Sainsbury’s doubled the amount of Christmas card collection points in its stores last festive season, enabling customers to recycle over two million cards, there were even collection points in government departments. Minister for Civil Society, Nick Hurd MP presented FSC UK with a cheque for more than £9,000, raised by recycling cards collected by Sainsbury’s customers.

Whole of UK ‘low risk’ for Controlled Wood

A revised Controlled Wood risk assessment of the UK was submitted by FSC UK and approved by FSC International Center on 12th March 2014, the assessment concludes that all of the UK’s forests are low risk for all FSC Controlled Wood categories. Buyers of Controlled Wood may now source wood from the UK without conducting further risk evaluations.

The Co-operative Green Schools Revolution

Co-operative’s Green Schools Revolution is an inspiring sustainability education programme, rolled out to over 6,000 schools, which includes an ethical logos module featuring FSC. An award for “Outstanding Contribution to FSC” was presented to the Co-operative in recognition of its work to raise awareness of ethical and environmental labelling.

FSC UK Co-ordinates FSC Friday Internationally

In 2013, not only did FSC UK facilitate FSC Friday celebrations in the UK, the office also co-ordinated FSC Friday internationally. FSC Friday logos, posters and other design resources were translated into a range of languages and distributed to FSC offices around the world. The FSC Friday website and social media feeds were also administered by FSC UK.

FSC at the zoo, and you can learn too

Bristol Zoo launched a brand new conservation campaign to celebrate the 2013 re-opening of their Gorilla House. They teamed up with FSC UK to encourage families to purchase FSC certified products for their summer barbecues. Over 5,000 visitors took part, and their evaluation showed that visiting the campaign led to statistically significant improvements in FSC logo recognition and intention to purchase FSC products.

Meanwhile in Merseyside, Knowsley Safari Park were also raising awareness about the importance of responsible forestry. The Park dedicated an area to FSC and ran an FSC competition. The campaign advocated the small changes that could be made, contributing to making big changes for animals like elephants and their habitats.
Spreading the Word

Twitter
4,763 followers (Mar 14)

Facebook
1,029 followers (Mar 14)
(48% increase since Mar 13)

www.fsc-uk.org
71,826 unique visitors
(Apr 13 - Mar 14)

www.fsc-uk.org
296,469 page views
(Apr 13 - Mar 14)

More than 23,000 people celebrated FSC Friday around the world

FSC Friday reached out to more than 400,000 people via social media

In the UK, events were organised at almost 200 locations, with FSC Friday being promoted in over 200 additional locations, including libraries and Forestry Commission and Natural Resources Wales sites. There was also a noticeable increase from previous years in the promotion of FSC Friday through social media.

Many certified businesses used the day as an opportunity to increase internal staff awareness of FSC, with FSC themed coffee breaks, quizzes and presentations. Others promoted FSC to their customer base through discounts on FSC products and informational displays.

Schools celebrated in many different ways, from tree planting, outdoor activities, the official opening of a woodland area, dressing in green, making forest pledges, school assemblies and lessons on forest management. For some schools, FSC Friday ties in with their status as an eco-school. Many schools took part in our competitions. FSC award winners are shown below and right.

Four UK schools were twinned with three schools in Russia to correspond using FSC certified postcards

Award: Outstanding Contribution to FSC Friday: Board 24

Award: Best FSC Friday Photo: Moorland Primary School

Award: Best FSC Friday Cake: Pat Freeman and the Cubicle Centre

Award: Outstanding Contribution to FSC Friday: Camilla Hair & SCA
Which, if any, of the following have you EVER bought with the FSC logo on?

- Food and drink packaging
- Paper and stationery
- Tissue and hygiene products
- Greeting cards
- Books/ magazines
- Timber/ DIY products
- Garden furniture, buildings (e.g. sheds etc.) and tools

(graph shows percentage of respondents who selected each of the given product categories, respondents could select multiple responses, other options were also available)

50% of UK public very or fairly likely to check products are FSC certified before they purchase them (once concept explained).

YouGov Online Omnibus Poll of 2,093 UK adults (14th-17th February 2014)

35% of UK public knowingly purchase FSC certified products.

GfK NOP Face-to-Face Omnibus poll of 1,856 UK adults (6th - 11th March 2014)

50% of UK public very or fairly likely to give preference to FSC certified products over non-FSC certified products (once concept explained).

When asked what logo they would look for to show wood or paper was responsibly sourced, 1 in 20 answered ‘FSC’.

In general, how likely, if at all, do you think you would be to give a preference to FSC certified products over products without FSC certification in the future? (YouGov)

- Very likely
- Fairly likely
- Not very likely
- Not at all likely
- Don’t know

(graph shows percentage of respondents who selected each of the given options)
<table>
<thead>
<tr>
<th>Members</th>
<th>Trustees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Environmental Chamber</strong></td>
<td><strong>Economic Chamber</strong></td>
</tr>
<tr>
<td>Born Free Foundation</td>
<td>B&amp;Q Plc</td>
</tr>
<tr>
<td>Fauna &amp; Flora International</td>
<td>Blueline Office Furniture</td>
</tr>
<tr>
<td>Greenpeace UK Ltd</td>
<td>Boots UK Ltd</td>
</tr>
<tr>
<td>Florin Ioras (individual)</td>
<td>Bound Oak Ltd</td>
</tr>
<tr>
<td>Anna Jenkins (individual)</td>
<td>Chartwell PM Ltd</td>
</tr>
<tr>
<td>Meriel Robson (Individual)</td>
<td>Confederation of Forest Industries (CONFOR)</td>
</tr>
<tr>
<td>Hannah Scrase (individual)</td>
<td>CDP Print Management</td>
</tr>
<tr>
<td>Sian Jones (individual)</td>
<td>Germain Djontu (individual)</td>
</tr>
<tr>
<td>The Woodland Trust</td>
<td>The Forest Company Ltd</td>
</tr>
<tr>
<td>WWF UK</td>
<td>Home and Leisure International Ltd</td>
</tr>
<tr>
<td>Zoological Society of London</td>
<td>HSBC Holdings plc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Social Chamber</strong></th>
<th><strong>Trustees</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hubert Kwisthout (individual)</td>
<td>Nicola Baird</td>
</tr>
<tr>
<td>Constance Lynn McDermott (individual)</td>
<td>Mark Barthel</td>
</tr>
<tr>
<td>The National Trust</td>
<td>Mike Bekin (from 2 May 14)</td>
</tr>
<tr>
<td>Dawn Robinson (individual)</td>
<td>Colin Bradford</td>
</tr>
<tr>
<td>Ben Vickers (individual)</td>
<td>Hubert Kwisthout</td>
</tr>
</tbody>
</table>

*(joined in 2014/15 financial year)*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Members</strong></td>
<td><strong>Trustees</strong></td>
</tr>
<tr>
<td>Anna Jenkins (individual)</td>
<td>Nicola Baird</td>
</tr>
<tr>
<td>Sian Jones (individual)</td>
<td>Mark Barthel</td>
</tr>
<tr>
<td>Meriel Robson (Individual)</td>
<td>Mike Bekin (from 2 May 14)</td>
</tr>
<tr>
<td>Hannah Scrase (individual)</td>
<td>Colin Bradford</td>
</tr>
<tr>
<td>Sian Jones (individual)</td>
<td>Hubert Kwisthout</td>
</tr>
<tr>
<td>The Woodland Trust</td>
<td>Allen Mawby, Treasurer (from 2 May 12)</td>
</tr>
<tr>
<td>WWF UK</td>
<td>Pascal Mittermaier</td>
</tr>
<tr>
<td>Zoological Society of London</td>
<td>Meriel Robson, Chair (from 1 Jan 11 &amp; 29 Jan 14)</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hannah Scrase</td>
</tr>
</tbody>
</table>
Financial Information

Income

Over the financial year under review income has exceeded expenditure by £59,885.

We began the year with an opening balance from the previous period of £181,524 and have ended with a carry forward of £241,409.

From our total annual income of £275,109 we are maintaining our decreasing reliance on grants which, in the view of the trustees, is a sensible approach in a time of austerity.

As something of a counterweight to this decline, it is heartening to see that membership revenue now stands at £27,361, just under 10% of all income.

Expenditure

Expenditure was higher this year compared with last (£215,224 compared with £180,295), but such an increase was predicted in the previous Financial Report, where forecast outgoings for 2013/14 were estimated at over £260,000.

Even at that point, however, it was anticipated that it would be necessary to recruit more staff to meet the charity’s increased commitments (particularly towards certificate holders), and that almost all of the extra financial resources for this would be provided by better balanced contracts with FSC International.

Reserves Policy

The Steering Group (trustees) examined the charity’s requirements for reserves in light of the main risks to the organisation.

It has established a policy whereby the unrestricted funds not committed or invested in tangible fixed assets held by the charity should be equivalent to 3 months’ of expenditure.

It was also agreed that a reserve fund should be established by means of a monthly contribution. These reserves are required to meet the working capital requirements of the charity.
Cover Photograph: © R. Greenaway

Forest Stewardship Council (FSC) UK
11-13 Great Oak Street
Llanidloes
Powys
SY18 6BU
Tel: 01686 413916
E-mail: info@fsc-uk.org
Website: www.fsc-uk.org